



COIN CONNECTION

Atari, Inc. 1265 Borregas, Sunnyvale, California 94086

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FIRE UP YOUR PROFITS WITH FIRE TRUCK™

Teamwork is the key to Fire Truck's™ outstanding play appeal. It is the first cooperative video driving game from Atari. One or two players can participate in the race to the fire. Choosing to drive the cab or steer the trailer of the realistic hook and ladder Fire Truck, players can go on the hard or easy route (track) through unpredictable city streets. As arrows flash, showing the proper turns, quick reflexes and driving skill are needed by both players to avoid crashing into curbs, parked cars and other obstacles along the way. One player can choose to drive either the front or back of the truck and the computer will drive the other part. A "crunch" message on crashes adds to the excitement and amusement of this game.

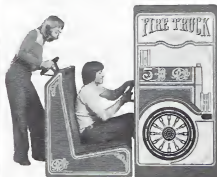
The bright yellow and red old-

fashioned Fire Truck on the unique front-back position cabinet design will attract players of all ages. The thrilling teamwork participation in game play encourages players to try again and again, driving in both the front and the back positions.

"Distributors were most enthusiastic about Fire Truck when they previewed it at our annual meeting last month," reported Frank Ballouz, National Sales Manager. "The field test that followed the meeting proved the high profit potentials on location. Fire Truck is an excellent addition for the summer arcade season."

The Atari self-test system is built-in for easy trouble-shooting. Durastress™ tested solid state circuitry insures long profit-making life.

Operators can select from four game times; 16 coin modes, including one or two coins per play and two plays per coin; four languages available in video display; and optional extended play at three different levels of difficulty.



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IT'S AN AVALANCHE™!



Avalanche™ is an exciting new one or two player video game from Atari. It captures the skill and challenge features of Breakout™ and adds the thrilling play action of catching the falling rocks in an Avalanche.

When the player presses the release buttons, the Avalanche starts to rumble and the rocks begin to fall. The rocks fall slowly at first, then gaining speed as the game progresses. The player tries to catch the falling rocks with six paddles. As more rocks are caught, the number of paddles decreases, increasing the skill factor. The paddles and rocks also get smaller as the score gets higher. The game gets more exciting and challenging as it progresses.

Avalanche can be set for 3 or 4 heats per game; when a rock hits the bottom line, the avalanche freezes and the heat is over. Players continue toward the goal of catching all of the rocks on the screen. If all of the rocks are caught, a new avalanche begins; however, this time the player starts with only 3 paddles. (The third avalanche starts with two paddles, and the fourth with only one.)

The points scored for catching rocks range from 1 to 6, the value increasing as the falling rocks and paddles get smaller. There is an optional extended play feature to add to the replay incentive, and the previous high score is displayed in the attract mode for an added competitive feature. Avalanche also includes

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PROMO ITEMS: BUCKLES AND PENS



Atari now has exciting new leather and brass belt buckles and jumbo pens for your promotions. Middle Earth™ and Breakout™ T-shirts and pinball posters are also still available.

These promo items make excellent player prizes for tournaments, high score on games, or other special programs. They can also be offered for sale in your locations.

The growing popularity of belt buckles and T-shirts as collectors items make them ideal for promotions. Atari pens also make an excellent give-away — students especially like the jumbo pens with the familiar Atari logo.

Atari promotion items offer an added incentive as prizes. Belt buckles, T-shirts, pens and posters can be ordered through Atari distributors for a minimal charge. Each item has high appeal and will continue to encourage players to enjoy the Atari games.

TECHNICAL TIP

STARSHIP 1™

SYMPTOM: Cannot steer Starship in one or more directions.

Check for the following:

1. Roll and pitch pots are operating properly.
2. Make sure there is electrical continuity between the pots and PCB in the control panel harness.
3. Check that IC 14051 (N-11) and IC LM319 (L-11) are operating properly.
4. Check the A/D ramp at Pin 5 of the LM319 (L-11). The ramp must be a perfect sawtooth. If it is curved, replace transistor Q1 (2N3644) or mylar capacitor C-55 (.047 mfd).

AUDIO AMPLIFIERS

Some new Atari games are now equipped with a separate audio amplifier board with the volume control on the board. This board is located outside of the RF cage and is easily accessible from the front coin door.

Two types of amplifier boards are used: the single channel for games with one speaker and the dual channel for two speakers. The single channel amplifiers are interchangeable between single speaker games, and dual channel amplifiers with dual speaker games.

CUSTOMER SERVICE: NEW NUMBER FOR TELEHELP™

Atari's Customer Service group was moved to a new building. With this move the Customer Service telephone number, Telehelp™, has been changed.

(800) 538-1611

(toll-free outside of California)

The new California service line is (408) 745-2900.

This toll-free Telehelp number is provided for distributors, operators and game technicians to contact Atari's technical support staff for service assistance on our games.

"Atari's objective is to provide the best service support in the industry," said Don Smith, Manager, Customer Service. "We want to encourage our distributors and operators to call the Atari service technicians if they need assistance in troubleshooting and repairing our games."

Please make note of the new telephone numbers for your future use.

PLAYER PROMOTION IDEAS

A Tourney Event

For a somewhat unique twist to a pinball tournament, a special endurance event could be added. The player who can keep a single ball in action on the playfield for the longest time will win a special prize. (The only special rule for this event should be that the player cannot hold the ball on the flipper for more than 2 seconds!)

After Game Play

If you have games at a bowling alley, miniature golf course, or other similar location, a special offer for free play on coin-games can be awarded for good scores on bowling, golf, etc. This can encourage even more play on the coin games: while the winners of the free games are collecting their reward, their friends most likely will join in and pay to play.

If you have an interesting promotion idea to share, please write to the Coin Connection.

"THE OFFICE" TOURNEY



"The Office" is a bar in Aurora, Illinois, where over eighty pinball enthusiasts gathered on a snowy day in March for a tournament. Randy Johnson of Twin Oaks Music and R. Bob McDade from the location, organized the event which was most successful.

They coordinated the effort with the Aurora Budweiser Distributor who

provided T-shirts for the participants and advertising posters for the event. The top prizes included a home pinball, a hockey table, and cash. High score winners on individual games received Atari Airborne Avenger T-shirts. Randy Johnson reported, "I overheard one contestant say all he cared to win was the Atari T-shirt."

There are seven pinball games, two videos and two foosball tables in The Office location. The top five finishers were selected based on a point value system on each game rather than total accumulation of points. "This made each game as important as the next," said Randy Johnson. The final playoff was held three days later among the top five competitors. This brought the players back to the location for the final championship match.

GAMES FOR THE NAVY FLEET

IN THE NEWS

Sailors stationed on board ship may soon be playing coin-op video games in their leisure time. Atari attended the first Fleet Habitability Symposium sponsored by the U.S. Navy in San Diego. The objective of this symposium was "to develop ideas and proposals that will strengthen the quality of life aboard U.S. Navy ships", according to Vice Admiral R.P. Coogan. This was an excellent opportunity for industry to meet with Navy managers and Fleet personnel to make formal recommendations to improve the habitability of shipboard life.

One of these recommendations included the placement of coin-operated video games on ships as part of the recreational facilities program. Captain R.P. Perry, Director of Special Services for BuPers, was enthusiastic about the concept of placing electronic games on ships. "The games can provide excellent recreation for sailors. They also can be effective as therapeutic and skill development aids," he commented in the Recreation Workshop.

Several deterrents to the implementation of the game program were discussed. The most significant of these is the minimal availability of space on ships. The use of primarily table games which can also be used for other functions and space saving wall games for this purpose was recommended to alleviate this potential problem. Special safety requirements will also be identified prior to implementation of the program. The use of tokens for play was suggested to help control cash as well as offering an opportunity for special prices and promotions of games on the ships.

The outcome of the symposium and

workshop was quite positive. Special requirements for games will be defined and a test program implemented in the near future. Don Osborne, Western Regional Sales Manager, said, "We are looking forward to working with the Navy on this program. We are optimistic that it will provide a new market for Atari products which will bring more enthusiastic players to the games."



Lenore Sayers, Atari Sales Representative, watches a Navy Captain play *Airborne Avenger*™ at the Habitability Show.



Navy officers enjoy playing *Tournament Table*™ and *Super Bug*™ & *Canyon Bomber* (2 Game Module™).

Lately, it seems the coin-op games are making headlines in more newspapers in major cities across the country. Good PR articles are cropping up in Sunday supplements and even the front pages. The following are a few excerpts of what hundreds of thousands are reading in their local papers:

—Pittsburgh, PA, *Post-Gazette* (March 15, 1978) "Pinball Craze Bounces Into Hearts of Wide Mix Seeking Fun, Escape," by Gabriel Breton

"What common interest do doctors, lawyers, legislators, college students and numbers writers share? Perhaps many are unwilling to admit it, but the answer is pinball, which has come to sound, with all its bongs and bells, as American as The Star-Spangled Banner...."

—St. Louis, MO, *Globe-Democrat* (March 4, 1978) "Pinball Ace", by Frank Glammanco

"Now that pinball has earned its share of respectability, coming out of the smokey pool halls and barrooms, young pinball athletes are all over the map."

—Indianapolis, IN, *News* (March 15, 1978) "Pinball Players Seek to Control Spinning Steel," by Jean Jensen

"As Minnesota Fats was to pool, the artful dodger is to pinball. That's the moniker for a skilled player. of this diversionary game that's been raised to the level of an art."

—Chicago, IL, *Tribune* (February 15, 1978) "Pinball" by Mark Conklin

"In case you haven't noticed, pinball machines are turning up in just about any establishment that has some extra room and people standing around with quarters in their pockets: theater lobbies, grocery stores, laundromats, taverns, gas stations, pizza parlors, motel and hotel lobbies, hamburger stands, department stores, and bowling alleys. About the only place you can't find them is in a government building. Give them time...."

Articles like these are a big boost to the industry. Not only do they inform the many unaware readers, but they help bring our image out of the dark ages.

AMAZING FUN



Steve Shoemaker poses with "The Best", Atari pinballs.

The Fun Factory at Redondo Beach, California, is an amazing game center where you can find almost any game you could think of. This location is unique in its "camp" artistic style created by Steve Shoemaker, an artist as well as a very successful operator. It's about the size of a football field and packed with games, prizes, and players having fun. The lineup of Atari pinball games has been labeled "The Best" and Steve reports that their collections have been superior. If you are in Southern California, the Fun Factory is worth a special trip to see.

COLOR ME ATARI



A coloring competition was the theme of an excellent promotional program from Cherry Leisure Ltd., Atari's distributor for the United Kingdom. The country-wide contest won the interest and enthusiasm of many Atari game players. "The result was astounding, and we now have over 250 entries, some of which are really incredible," reported Vic Leslie, UK Sales Manager. Six entrants will receive top prizes which include bicycles, skateboards, and gift certificates. This enterprising idea has proven to be a great opportunity to promote Atari games and attract more spirited players.

CAMPUS COMPETITION

Breakout™ and Airborne Avenger™ were among the five games selected as the players' favorites for a special tournament at the University of California, Los Angeles. The competition was strong as players concentrated on achieving the highest scores in this event held April 15 in the UCLA game center.

Raymond Goodrich took the top prize of \$10 in quarters and an Atari belt buckle for his score of 880 with 3 balls on Breakout. Mike Houseman won second prize of a Breakout T-shirt. A poster was awarded to David Brown for third place.

The Airborne Avenger competition was won by Andre Laurencot for his top

score of 103,150 points on three balls. He received an Airborne Avenger T-shirt, poster, and a cash prize.



Fire Truck (Continued)

Fire Truck will be available soon through Atari distributors world wide. It is a new driving game concept that offers players an opportunity to test their driving skills in a cooperative spirit. This provides many hours of amusement for players and high profit potential for operators.

Avalanche (Continued)

Atari's thorough built-in self-test system to help troubleshoot the game and minimize down time.

Avalanche is sure to become one of the most popular in any type of location. Get further details on this ever-challenging new game from your local Atari distributor, or contact the Atari Marketing Department at (408) 745-2500 for referral.



STAFF

Publisher — Atari, Inc.
Editor — Carol Kantor
Art Director — Evelyn Lim

Atari, Inc.
1265 Borregas Avenue
P.O. Box 9027
Sunnyvale, California 94086



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